Vidhi Kachhdiya

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**SUMMARY**

Some of the skills I have that might benefit your company include project management, agency management, and business development. Expert in digital marketing strategy planning and execution, as well as website maintenance. Experienced in direct marketing, banking, retail, and communications sectors.

**WORK EXPERIENCE**

**Marketing Associate Intern**

Computer Vault / Worcester, Massachusetts / January 2022 - Present

* We set up Google Tag Manager and connected it to Google Analytics so that every time a person clicks, downloads, or submits a contact form on the website, it shows up in Google Analytics so we can monitor user activity and get more detailed information
* Created Google Ads accounts and began posting using Canava
* Track visitor flow and engagement on the corporate website using Google Analytics functions such as audience overview, site search, and conversion aim
* Generated weekly sales reports, monitored campaign outcomes, and maintained client relations. Analyzed and revised earlier marketing efforts to keep and attract new readers

**Accounting Assistant**

B.D. Vasani & Co. / Mumbai, India / June 2019 - August 2020

* Achieved 100% accuracy in monthly financial statement by executing over 50 client files, balance sheets, IT returns, and audits using Tally (ERP 9)
* Computed income statements for over 200 clients to track profit - loss and financial status for financial year
* Administered a financial year-end audit of Me & Moms by collecting vouchers, documents, or any missing receipt

**TECHNICAL SKILLS**

**Data Visualization Tools**: Google Analytics, Excel, Access, Lucidchart, Endnote, Xmind

**Web-Analytics Tools**: Google Analytics, Adobe Analytics, Search Engine Optimization (SEO), Semrush, Google Ads, Google Tag Manager, Search Engine Marketing (SEM), Marketo, ROI, Data Analysis and Segmentation, Market Analysis, HTML/CSS, Cyber Security, Content Management Systems

**Operation and Supply Chain**: Financial Analysis, Marketing Analysis, Statistical Analysis, Statistical Reporting, Descriptive, Predictive and Prescriptive Analytics Inventory Management, User Experience Global Digital Marketing Campaigns, Lead Generation, Incident Response, Risk Assessments, Forensics

**Software & Applications**: Jupyter Notebook, Anaconda, MS Office365, WordPress, CRM

**Programming Languages**: SQL, Python (NumPy, Pandas, Matplotlib)

**LEADERSHIP ROLES**

**Vice President Membership** / Women in Business / August 2021 - Present

**Member** / American Marketing Association / August 2021 - May 2022

**PROJECTS**

**Planned Marketing Strategies**

Sjogren Industries / August 2021: Curated B2B marketing strategies by working with OEM, trade associations and expo for its new product positioning thereby garnered an all-time spike in customer base

**Digital Marketing Plan**

GoPro, Panasonic & Canon / September 2021: Conducted SEO simulation (Ad group and email campaigns) using MIMIC pro simulator and raised profit of $20,000

**Conducted Social Media Audit**

Tamarin Company / January 2021: Undertook social media audit by analyzing engagement and driving traffic resulting overall 675% increase in people outreach within less than 30 days

**Marketing Research Analysis**

Nike / April 2021: Developed and executed Qualtrics survey to analyze consumer-buying behavior by performing T-test, A/B testing, regression, and frequency analysis

**EDUCATION**

**Master of Science in Marketing Analytics**

Clark University School of Management / May 2022 / Worcester, MA

**Master of Commerce in Financing & Accounting** University of Mumbai / July 2020 / Mumbai, India

**Post-Graduation Diploma in Business Management**  NMIMS University / August 2020 / Mumbai, India

**Bachelor of Commerce**

Malini Kishor Sanghvi College of Commerce & Economic / Mumbai, India / August 2019

**Diploma in Cyber Law**

Asian School of Cyber Law / Mumbai, India / July 2017

**CERTIFICATIONS**

**Marketing on LinkedIn**

LinkedIn / February 2022

**Digital Marketing Foundation**

LinkedIn / January 2022

**Google Analytics 4 (GA4)**

LinkedIn / January 2022

**Advanced Google Analytics**

Google Analytics / August 2021

**Google Analytics for Beginners**

Google Analytics / August 2021

**Mimic Pro Simulation**

Stukent / August 2021